



Panel Book 2024

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This is Quest

Data Collection Services for Market Research

Quest Mindshare is one of the largest providers of international B2B and B2C research with online panels that span the globe. Our experienced market research team has 'seen it all' when it comes to devising sample and data collection strategies to deliver on your hard-to-reach audiences. Whether it's IT or Financial Decision Makers, Web Developers, Small Business Owners, Moms or Geo-targeted Music Rating surveys, Quest has a solution.

When working with Quest, market researchers will have greater confidence in the accuracy and reliability of their study results through dtect™. Dtect™ combines the best of field management practices with security application to provide a one-stop solution to the highest standards of data collection. When information security is threatened across industries and data quality becomes everyone's problem, dtect is the no-brainer solution to bringing research security back into the hands of researchers.

Why choose Quest?

For over 15 years, Quest has provided superior quality sample and customer service to hundreds of online researchers and is continuing to push for stronger measures for quality sample in the industry. Quest holds corporate memberships with all major industry organizations.

Quest through the Years

Quest has evolved from a world class telephone/CATI Operation to a multi-national, multi-audience panel provider specializing in hard-to-find B2B audiences.

WE OWN B2B

Curated to elicit only high level, Business audiences, Mindshare is accessed by 250+ Research agencies and end clients globally.

Quest dominates

Average response rates hit 10-15% and Quest positions itself as one of the most robust online sample providers in the industry.



2006

2010

2017

2021

2022

The first officially branded Quest Panel

Quest builds a reputation for excellence in C-Level Execs, ITDMs, BDMs and Niche B2B audiences in the online space.

QUEST DETECT™

As a premier security technology, DETECT™ provides un-paralelled prevention of fraudulent respondents from entering any survey that travels through Quest's systems.

QUEST launches DTECT™

Quest supports the launch of the ResTech company Innovative Research Technologies (iResTech) and it's flagship product, dtect™, which is adopted in-house to bring the highest standards of field management practices and security to the data collection world.

Our Expertise

Global Panels

Quest has a presence in over 110 countries with a network that spans the globe



A Focus on Security Technology

Our proprietary data security technology, **dtect™**, offers more up-front robust detection capabilities than standard tools.



60+ Project Managers

Our data collection field managers are experienced and the best in the industry. Quest offers 24/7 coverage on all studies



In-House Programming

Fast, Reliable and Accurate Programming capabilities are available in-house with 24/7 support services



Unmatched Feasibility and Pricing

Quest offers an outstanding reach for competitive rates and a premium data collection service



Quest is your B2B Provider



Dedicated to quality, security and a genuine respect for the respondent experience, Quest proudly leads Business-to-Business research in the online space

20-25% B2B Respondents Identified Globally

We are a strong B2B partner with highly engaged and qualified business panelists all over the globe. Find B2B panel counts in the country profile section of this panel book.

Hundreds of Business Researchers Depend on Quest

We service Researchers and End Clients for a variety of Decision Makers across all industry verticals. We can reach niche Small Business Owners all the way to Senior Level Executives.

65% of our Transactional Volume is B2B

Business research makes up more than half of our client accounts - our expertise and speciality is widely recognized in the industry.

B2B Project Management Specialists

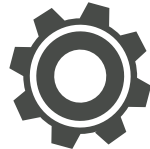
We recruit the top talent and train highly specialized project managers to tend to business studies. Each study is assigned a dedicated PM team with end to end management solutions.

B2B Profiling

Quest's online panel system offers businesses and researchers the opportunity to access thousands of global respondents. Leveraging 1500+ profile attributes across B2B and B2C audiences, Quest maintains remarkable response rates and significant growth in hard-to-reach audiences.



Job Title/Occupation
Business unit
(IT, sales, office, marketing, etc.)
Number of employees
Number of computers
(laptops and workstations)
Company revenue
Personnel responsibility



Office furniture and
office space related
decision-making
Telecommunications related
decision-making
(products and services)
Office equipment related
decision-making (printers, fax,
copying machines)
Production machine related
decision-making
Financial products and services
related decision-making
Logistic suppliers related
decision-making
HR related decision-making
Employment status



Work mobile phone
(model, OS, type)
Work mobile phone
(subscription, provider)
Company car fleet related
decision-making
Decision-making related to
training on the job
Office supplies related
decision-making
IT related decision-making
(hardware and software)



Educational qualification
Type of employment contract
(full-time, part-time)
Yearly individual income
Industry sector



Family

Monthly Personal Income
 Monthly Household Income
 Monthly Household Expense
 Marital Status
 Gender and Age of the children in the household
 Highest Education Level



Automotive

Car Owner
 Number of cars in the household
 Make and Model of car
 Purchase year
 Types of vehicles
 Types of Driver's licenses



Entertainment

Sports
 Gaming
 Hobbies
 Media Review

B2C Profiling

Quest focuses on recruiting a range of diverse individuals and uses advanced engagement techniques to dig deep into each profile. Quest panelists remain the most active and engaged panelists in the online universe.

Quest's panel assets cover a wide range of consumers. Everything from niche groups like patient specific or unique product users to wide ranging, major media market segments, are available.

While Quest collects data for thousands of ad hoc consumer studies daily, a long-standing fixture in consumer research lies in the brand tracking and awareness survey space. Whether it's music rating, product testing, shopping experiences etc., Quest is the industry leader for consumer tracking studies. Quest understands distinctly the difference between actionably trending data and how to sample that effectively, vs. poor sample strategies that result in tracking data with major deviations and spikes in brand awareness and segment-able data.



Travel

Travel experience in the past year
 Frequency of trip overseas (Business/Leisure) in the past 12 months
 Country traveled for private trip
 Country traveled for business trip



Mobile

Type of mobile phone owned
 Mobile phone carrier for private usage
 Smartphone model



Healthcare

MEDICAL
 Wide range of ailment coverage and professions including IT, HR, Finance and much more

AILMENTS
 Current Ailments
 Past Ailments
 Smoking Status

Global Panel Overview

For select countries

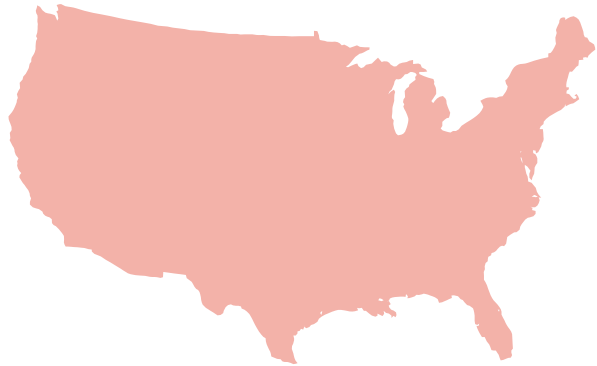
| Country | Total Panel Count | B2B Identified | Age | | | | |
|-----------|-------------------|----------------|-------|-------|-------|-------|-----|
| | | | 14-24 | 25-34 | 35-44 | 45-54 | 55+ |
| USA | 3,550,201 | 1,498,711 | 16% | 42% | 28% | 9% | 5% |
| Canada | 506,266 | 405,148 | 16% | 42% | 26% | 12% | 4% |
| UK | 761,102 | 156,653 | 30% | 27% | 19% | 10% | 14% |
| France | 329,593 | 63,664 | 23% | 30% | 23% | 14% | 10% |
| Germany | 293,266 | 74,867 | 25% | 35% | 21% | 13% | 6% |
| Italy | 454,940 | 93,413 | 30% | 27% | 19% | 14% | 10% |
| Spain | 485,243 | 94,997 | 26% | 31% | 24% | 14% | 5% |
| India | 681,497 | 138,458 | 43% | 38% | 12% | 4% | 3% |
| Australia | 271,904 | 55,546 | 36% | 35% | 20% | 7% | 2% |
| China | 492,248 | 96,733 | 42% | 42% | 12% | 3% | 1% |
| Japan | 340,545 | 68,109 | 26% | 28% | 24% | 16% | 6% |
| Brazil | 301,915 | 40,723 | 36% | 41% | 10% | 11% | 2% |
| Argentina | 93,988 | 13,691 | 37% | 39% | 12% | 10% | 2% |
| Mexico | 252,667 | 52,292 | 23% | 49% | 13% | 13% | 2% |
| UAE | 47,082 | 9,546 | 26% | 29% | 31% | 11% | 3% |

Additionally, our access and network extends to the following countries:
 Saudi Arabia, Indonesia, Philippines, Taiwan, Colombia, Netherlands, Poland, Russia,
 Singapore, South Africa, Peru, South Korea, Egypt, Kenya, Hong Kong, Thailand,
 Romania, Belgium, Ireland, Malaysia

Not seeing your target?

Contact your Quest representative for precise capability in your target country.

USA

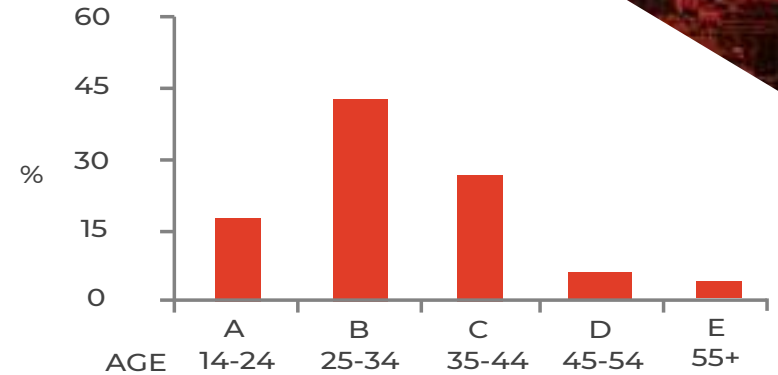


Panelists: **3,550,201**
Average Response Rate: **15-20%**
B2B Identified: **1,498,711**



Regions

| | |
|------------------------|------------------------|
| East North Central 16% | Pacific 12% |
| East South Central 8% | South Atlantic 22% |
| Middle Atlantic 11% | West North Central 7% |
| Mountain 7% | West South Central 13% |
| New England 4% | |



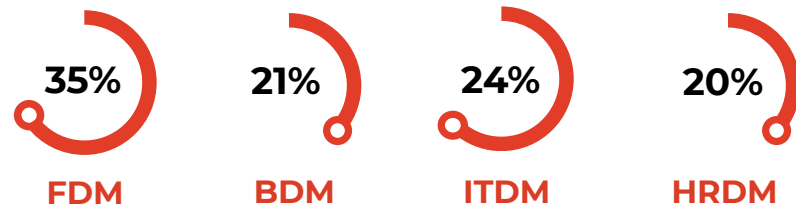
Niche Profiling Examples

| | |
|-------------------|-------------|
| ITDMs | Fleet DMs |
| Private Investors | Accountants |
| Retail DMs | Non-Profit |
| Architects | Directors |

Canada

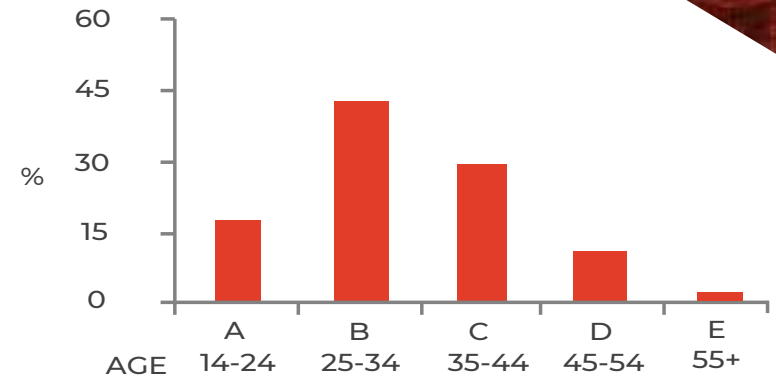


Panelists: **506,266**
Average Response Rate: **15%**
B2B Identified: **405,148**



Regions

Ontario 47% Prairies 18%
Quebec 16% Maritimes 3%
BC 14% Territories 2%



Niche Profiling Examples

Human Resource DMs
Engineers
Purchasing DMs

Financial Advisors
Video Gamers

UK



Panelists: **761,102**

Average Response Rate: **15-20%**

B2B Identified: **156,653**



39%

ITDM



22%

FDM



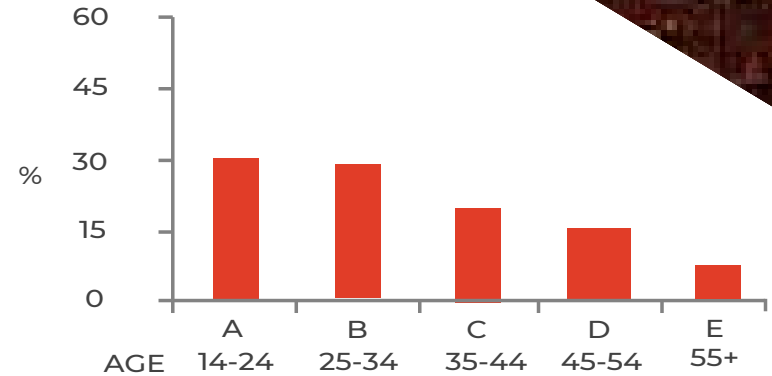
9%

SBO



30%

BDM



48%



52%

Regions

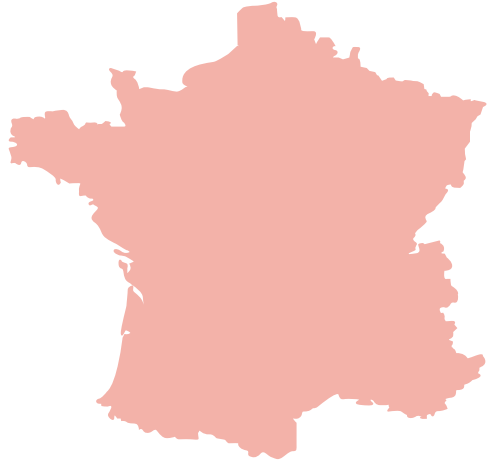
Eastern 9%
London 19%
South East 12%
South West 6%
Northern Ireland 4%
Scotland 12%
Wales 6%

North East 3%
North West and Isle of Man 9%
Yorkshire and the Humber 11%
East Midlands 7%
West Midlands 4%

Niche Profiling Examples

Healthcare DMs
Attorneys
Architects

France



Panelists: **329,593**

Average Response Rate: **15-20%**

B2B Identified: **63,664**



FDM



BDM



SBO

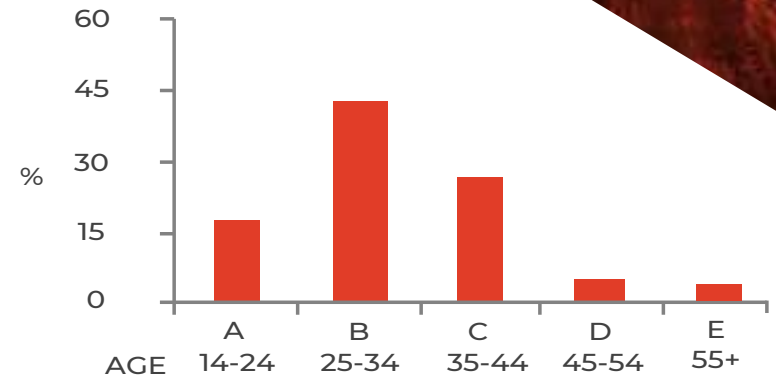


ITDM

Regions

Île De France 16%
Bassin Parisien 8%
Est 11%
Ouest 7%
Sud-Ouest 4%

Centre-est 12%
Méditerranée 22%
Départements D'outre-Mer 2%



46%

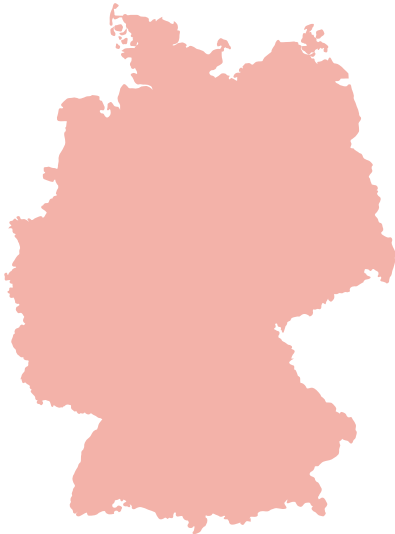


54%

Niche Profiling Examples

Architects
Chefs
Psoriasis Sufferers

Germany



Panelists: **293,266**

Average Response Rate: **15-20%**

B2B Identified: **74,867**



ITDM



FDM



SBO



BDM

Regions

Baden-Württemberg 16%

Bayern 8%

Berlin 11%

Brandenburg 7%

Hessen-Thüringen 6%

Mecklenburg-Vorpommern 4%

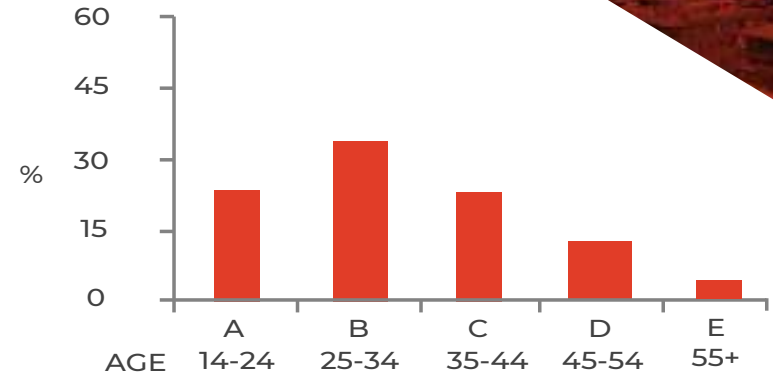
Niedersachsen-Bremen 12%

Nordrhein-Westfalen 22%

Rheinland-Pfalz-Saarland 7%

Sachsen- Sachsen-Anhalt 13%

Schleswig-Holstein-Hamburg 10%



47%



53%

Niche Profiling Examples

Marketing Directors

Motorcycle Owners

Manufacturing Managers

Italy



Panelists: **454,940**

Average Response Rate: **12-15%**

B2B Identified: **93,413**



ITDM



BDM



SBO



FDM

Regions

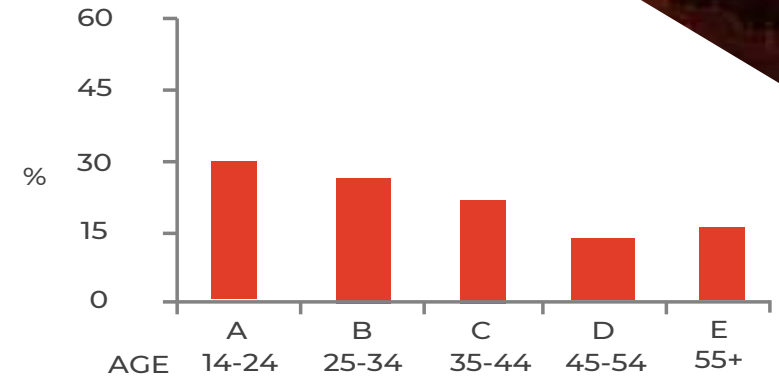
Northwestern 28%

Northeastern 16%

Central 18%

Southern 24%

Islands 14%



62%



38%

Accountants

Caregivers,
Hair Salon Owners/Stylists
Psychologists

Spain



Panelists: **485,243**

Average Response Rate: **10-15%**

B2B Identified: **94,997**



ITDM



BDM



SBO

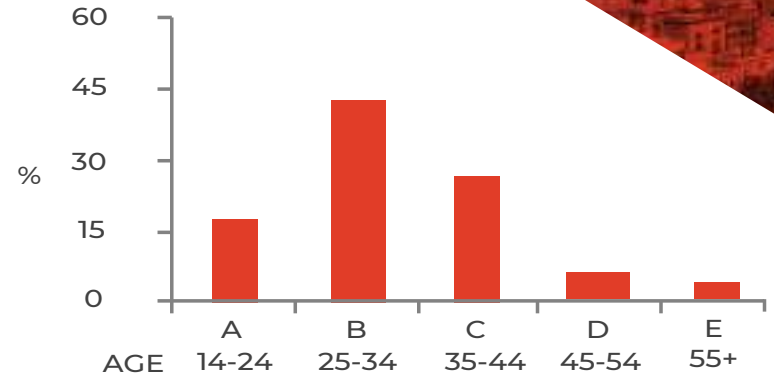


FDM

Regions

North East 6%
Central East 13%
South 15%
Central 5%
North West 14%

North Central 6%
Barcelona 13%
Madrid 28%



46%

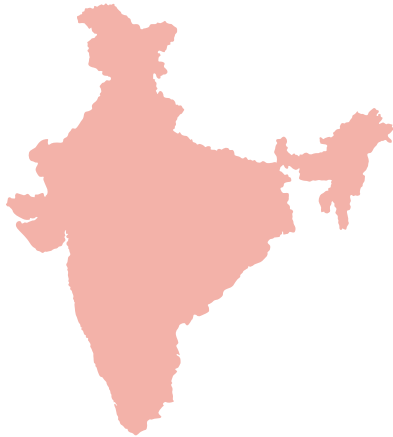


54%

Niche Profiling Examples

Financial Advisors
Smokers
College Students

India



Panelists: **681,497**

Average Response Rate: **10-15%**

B2B Identified: **138,458**



ITDM



HRDM



SBO

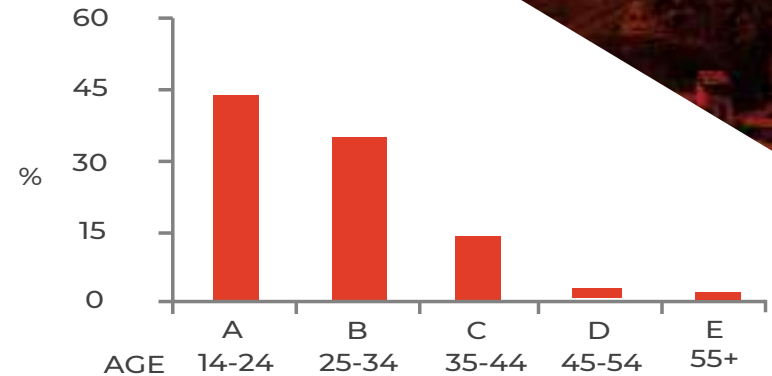


FDM

Regions

North 28%
South 33%
East 11%
West 21%

Central 3%
Northeast 4%



66%



34%

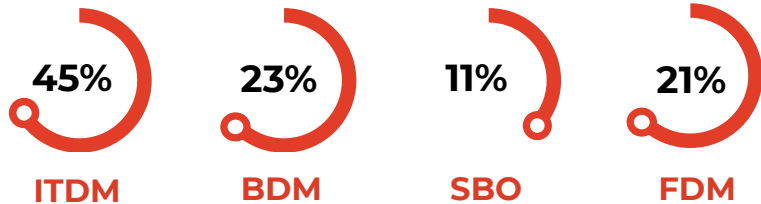
Niche Profiling Examples

Graphic Designers
Smart Phone Owners
Land Developers

Australia

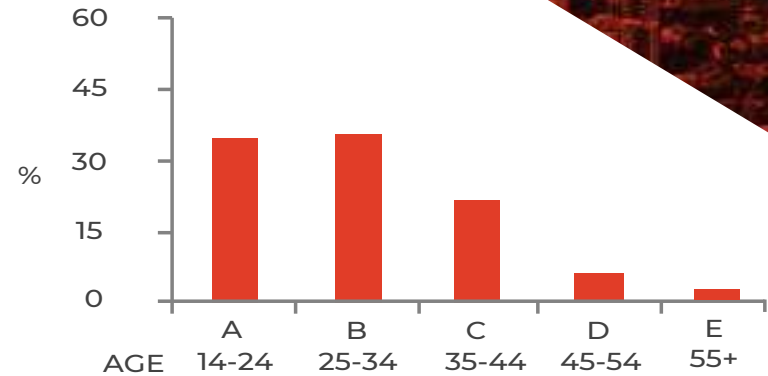


Panelists: **271,904**
Average Response Rate: **10%**
B2B Identified: **55,546**



Regions

| | |
|---------------------------------|-----------------------|
| Australian Capital Territory 2% | South Australia 7% |
| New South Wales 32% | Tasmania 2% |
| Northern Territory 1% | Victoria 25% |
| Queensland 20% | Western Australia 11% |



38%



62%

Niche Profiling Examples

Telecom DMs
Small Business Owners
Accountants

China



Panelists: **492,248**

Average Response Rate: **15-20%**

B2B Identified: **96,733**



ITDM



BDM



SBO

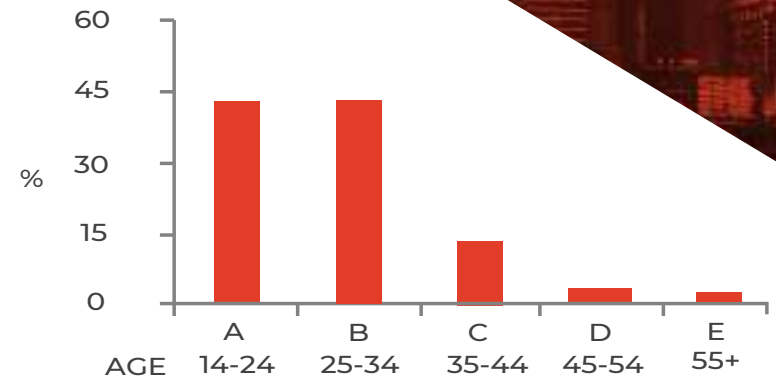


FDM

Regions

Northeast 16%
North 8%
East 11%
Mid 7%

South 12%
Southwest 8%
Northwest 2%



59%



41%

Niche Profiling Examples

Software Developers
Patients
Marketing DMs

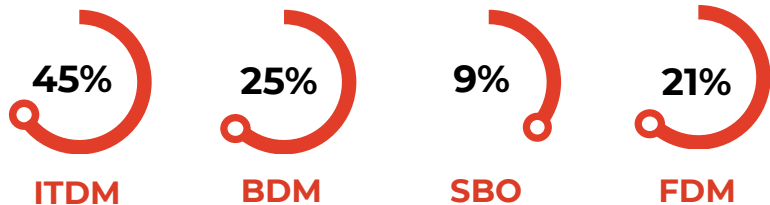
Japan



Panelists: **340,545**

Average Response Rate: **10%**

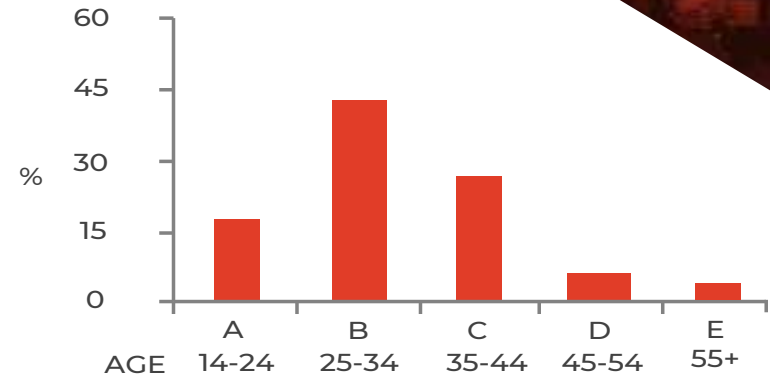
B2B Identified: **68,109**



Regions

Hokkaido / Tohoku 7%
Kanto 8%
Hokuriku 11%
Chuba 7%
Kinki 10%

Chugoku 3%
Shikoku 3%
Kyushu / Okinawa 5%



Niche Profiling Examples

Auto DMs
Finance DMs
Diabetes Sufferers

Brazil



Panelists: **301,915**

Average Response Rate: **15-20%**

B2B Identified: **40,723**



ITDM



BDM



SBO



FDM

Regions

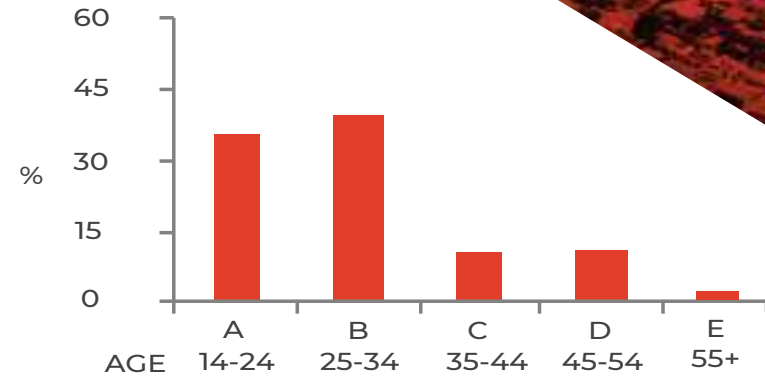
North 7%

Centre West 6%

Northeast 32%

Southeast 37%

South 18%



46%

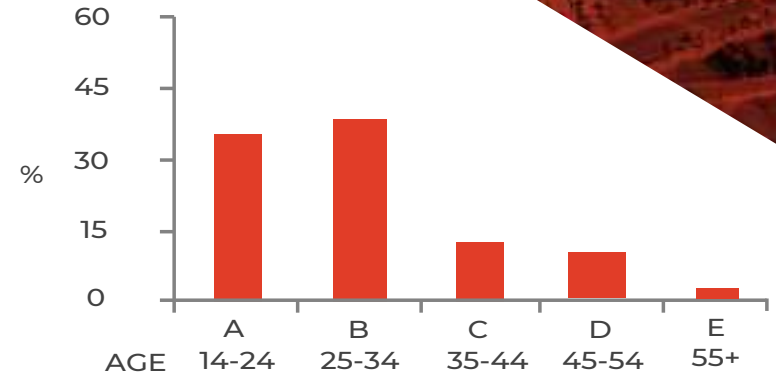
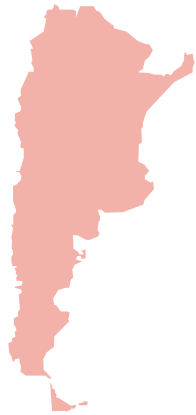


54%

Niche Profiling Examples

Painters
Shipping DMs
Veterinarians

Argentina



Panelists: **93,988**

Average Response Rate: **10-15%**

B2B Identified: **13,691**



ITDM



BDM



SBO



FDM



46%



54%

Regions

NOA - Northwest 16%

Cuyo 15%

Humid Pampa 10%

NEA - Northeast 4%

Patagonia 8%

Buenos Aires 55%

Niche Profiling Examples

Restaurant Owners

Leisure Travelers

Finance DMs

Mexico



Panelists: **252,667**

Average Response Rate: **15-20%**

B2B Identified: **52,292**



ITDM



BDM



SBO



FDM

Regions

Northeast/Pacific 16%

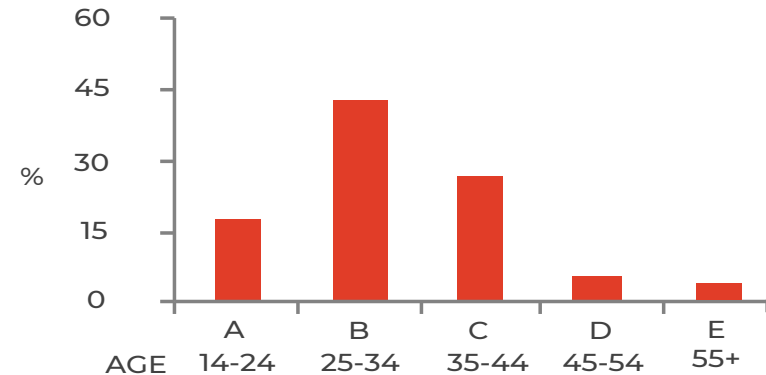
North 8%

Bajio 11%

Centre 7%

DF 4%

Southeast 5%



46%



54%

Niche Profiling Examples

Home Builders

Mothers

Laptop Owners

UAE



Panelists: **47,082**

Average Response Rate: **10-15%**

B2B Identified: **47,082**



ITDM



BDM



SBO



FDM

Regions

Abu Dhabi 27%

Dubai 43%

Ajman 11%

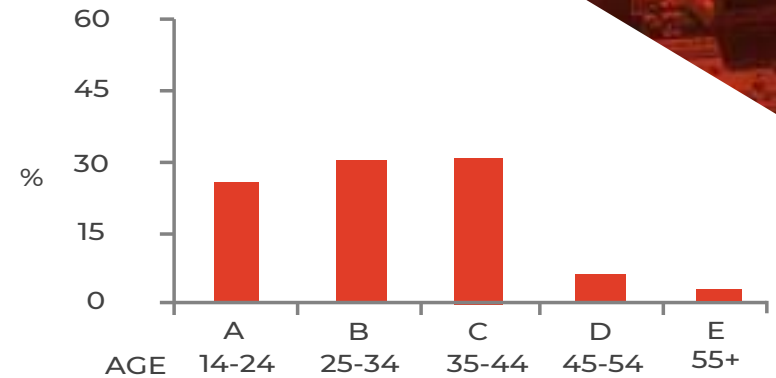
Sharjah 7%

Ras al Khaimah 4%

Fujairah 12%

Umm al-Quwain 22%

Ras al Khaimah 4%



57%



43%

Niche Profiling Examples

IT/Tech DMs
Facility Managers
Pregnant Women

Meet some of the Team



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Oregon City, Oregon
Philadelphia, Pennsylvania
San Diego, California
Toronto, Ontario
Trumbull, Connecticut



Thank you!